



3. LAND USE ELEMENT

A. INTRODUCTION

The City of Cottonwood has a vision for the future that respects the past, welcomes change and values opportunity and prosperity for all. The City also recognizes the unique and historic character of its setting and the home town feeling that comes from living in a riverside community with a traditional downtown, surrounded by pristine vistas of mountains, canyons and red rocks. There is much to admire about Cottonwood’s amenities and the affordable living environment provided in the city.

At the same time, there is much need for continued economic development, more employment opportunities and better paying jobs. With growth and development there is a need to continuously plan ahead for infrastructure, facilities, and amenities to maintain current conditions and to further enhance the quality of life. The key is to balance the benefits and consequences of new growth while maintaining the small town qualities that are so strongly desired. The Land Use Element can help to address these issues and concerns by encouraging:

1. Infill development strategies organized around existing or planned development areas. Compact development can reduce the amount of infrastructure needed to support growth and allow residents to walk and bike to nearby facilities and services.
2. The availability of adequate land for the continued development of industry, jobs, shopping, housing and recreation.
3. A broad mix and diversity of land uses.
4. Strong, vibrant neighborhoods.
5. Access to parks, trails and places of social interaction.
6. Preservation of natural resources, the Verde River corridor, hillsides and washes, and important open space networks locally and between nearby communities.

B. LEGISLATIVE REQUIREMENTS

This section is intended to address the State’s requirements for the General Plan’s Land Use Element.

A.R.S. § 9-461.05.C.1 requires that the General Plan include a Land Use Element that:

1. Designates the proposed general distribution and location and extent of such uses of the land for housing, business, industry, agriculture, recreation, education, public buildings and grounds, open space and other categories of public and private uses of land as may be appropriate to the municipality.
2. Includes a statement of the standards of population density and building intensity recommended for the various land use categories covered by the plan.
3. Includes specific programs and policies that the municipality may use to promote infill or compact form development activity and locations where those development patterns should be encouraged.
4. Includes consideration of air quality and access to incident solar energy for all general categories of land use.
5. Includes policies that address maintaining a broad variety of land uses including the range of uses existing in the municipality when the plan is adopted, readopted or amended.



AGGREGATE REQUIREMENTS

Recent legislation as described in Arizona Revised Statutes now requires cities to identify sources of aggregates (sand & gravel) to the extent feasible and according to standards and criteria expressed in said legislation. This section is included in the general plan so as to address the statutory requirements to include such information, to the extent possible, as follows:

A.R.S. 9-461.05. C. 1. (g). Include sources of currently identified aggregates from maps that are available from state agencies, policies to preserve currently identified aggregates sufficient for future development and policies to avoid incompatible land uses, except that this subdivision shall not be construed to affect any permitted underground storage facility or limit any person's right to obtain a permit for an underground storage facility pursuant to title 45, chapter 3.1.

As per state statute, "Aggregate" means cinder, crushed rock or stone, decomposed granite, gravel, pumice, pumicite and sand.

Protection of Aggregate Sites and Resources

Arizona Revised Statutes (ARS) requires General Plans to identify current and potential sources of aggregate material from maps that are available from state agencies and to provide policies to preserve currently identified aggregates sufficient for future development and policies to avoid incompatible land uses.

The City of Cottonwood has reviewed the indicated resources to identify any potential locations of existing and potential future aggregate sites, which are required by the recently amended (2011) State law to be shown on the Land Use Map. Any such properties would be identified in this Land Use Element text, as well. Every reasonable effort has been made to assure the accuracy of the maps and related information contained herein. However, these maps and information reflect limited data available through the Arizona State Mine Inspector, Flood Control District of Yavapai County, and Arizona Geological Survey at the time of this General Plan Update. Cottonwood assumes no liability either for any errors, omissions, or inaccuracies in the information provided regardless of the cause of such. Furthermore, while aggregate sites could be identified for future mining operations on the General Plan's Land Use Map, aggregate activities may not occur automatically by right at any such locations within the city. Standards and criteria for any such land use must still be followed. The Zoning Ordinance identifies Heavy Industrial (I-2) Zoning for the location of potential aggregate mining use. Sites located in any other zoning district would require consideration of a Zoning Map amendment, subject to the standards for rezoning.

If not otherwise permitted by the zoning district, the owners of parcels that contain aggregate resources may apply for rezoning as part of the standard development review process to establish an aggregate mining operation. There is no guarantee via this document that approval of aggregate mining facilities through the City's rezoning or development review process will be granted. Standard procedures for review of a change of zoning and/or any related development plans will be enforced, including consideration of compatibility of uses, impacts on neighboring properties, adequacy of infrastructure and other typical standards to support the intent of ensuring rational, orderly and coherent growth and development in the City of Cottonwood.

Aggregate mining operations exceeding five (5) acres in area are required by Arizona statute to file "Reclamation Plans" with the Arizona State Mine Inspector. These plans detail the total acreage of the mining site, the disturbed (i.e. mined) acreage, and the manner in which the owner/operator will restore the site once mining activity has ceased. As of the date of preparation of this General Plan, no Reclamation Plans are indicated as having been filed with the Arizona State Mine Inspector for sites located within the City of Cottonwood's planning boundary and no such plans are indicated herein.

This section is included so as to comply with State Statute requiring review, investigation and policy statements regarding existing and potential aggregate facilities within each jurisdiction.



C. KEY ISSUES

The following provides a summary of key Land Use issues identified in the development of this chapter:

1. Balance Growing Regional Context with Traditional Small Town Character.

Recognize Cottonwood's role as a provider of services, programs and uses for a growing region while also recognizing a commitment to maintain the small town qualities and character that makes Cottonwood desirable as a place to live and work.

2. Adequacy of Land Resources.

There is a need to ensure that adequate land is available for a variety of housing, jobs, commerce and open space needs. An appropriate mix of land uses is necessary to support a sustainable community.

3. Private Property Rights.

Land use decisions regarding development and use of private and public lands need to respect all established rights of private property owners and not directly or indirectly diminish those rights.

4. Compact, Infill Development.

Encourage efficient, compact development patterns that provide opportunities for walkable, mixed-use neighborhoods based on desirable design qualities and amenities.

5. Historic Old Town.

Support continuing efforts to revitalize the Old Town Cottonwood area as a valued resource for the entire community.

6. Neighborhood Revitalization.

Support efforts to protect, improve and revitalize all neighborhoods and sub-areas in Cottonwood.

7. Sub-Area Planning.

Support sub-area planning process for defined areas, such as Old Town; Main and Mingus area; Willard and Mingus; Airport area, and the Medical Center area so as to identify needs, challenges and opportunities for improvement and revitalization.

8. Corridor Planning.

Establish a corridor planning program for major streets so as to consider comprehensive improvements that tie together land use, multi-modal transportation, beautification, and economic development objectives.

9. Regional Center.

Maintain Cottonwood's role as the commercial center of the Verde Valley. Provide emphasis for small-scale, start-up businesses in addition to working with larger commercial centers and uses.

10. Airport Development.

Support quality development in the Cottonwood Municipal Airport area so as to encourage employment-based businesses and a healthy economic foundation. Ensure development within proximity to the Airport, including any residential or commercial uses, is done in a manner that does not negatively impact the long-term economic viability of the aviation-related functions of the airport and surrounding area.

11. Medical Center.

Ensure development in proximity to the Verde Valley Medical Center is of appropriate type and quality to support the continued viability of medical and health care related uses in that area.



12. Residential Development.

Cottonwood has a substantial volume of private property currently approved for residential development, including approved subdivisions and master planned communities. Although building activity slowed down in the early 2000s due to national economic conditions, the interest in all types of development activity is likely to grow in the coming years as the economy rebounds. Based on past trends, residential growth should be expected to continue over the next decade. Such residential growth should be compatible with existing areas and provide quality amenities and design.

13. State Trust Land Planning.

State Trust Lands are set aside by the State of Arizona for future development and revenue generation. It is in the interest of the City of Cottonwood to continue to work with the Arizona State Land Department to study and plan for potential use of State Trust Lands within the city boundaries and in adjacent areas. Additional information on this topic is addressed in the Growth Area Element.

14. Inter-Agency Coordination.

Continue to work with all land management agencies, jurisdictions and private land owners in a collaborative manner to ensure compatible land use management that takes in to account improved recreational opportunities, existing and potential economic uses, conservation and watershed values, and heritage and cultural values.

15. Water Conservation for Development.

Establish comprehensive water-conservation strategies for development that include system-wide programs, such as use of city reclaimed water, desert landscaping requirements, large-scale rainwater harvesting and appropriate site planning techniques, as well as individual programs, such as water conserving plumbing, gray water use and individual-site rainwater harvesting.



D. LAND DEVELOPMENT OVERVIEW

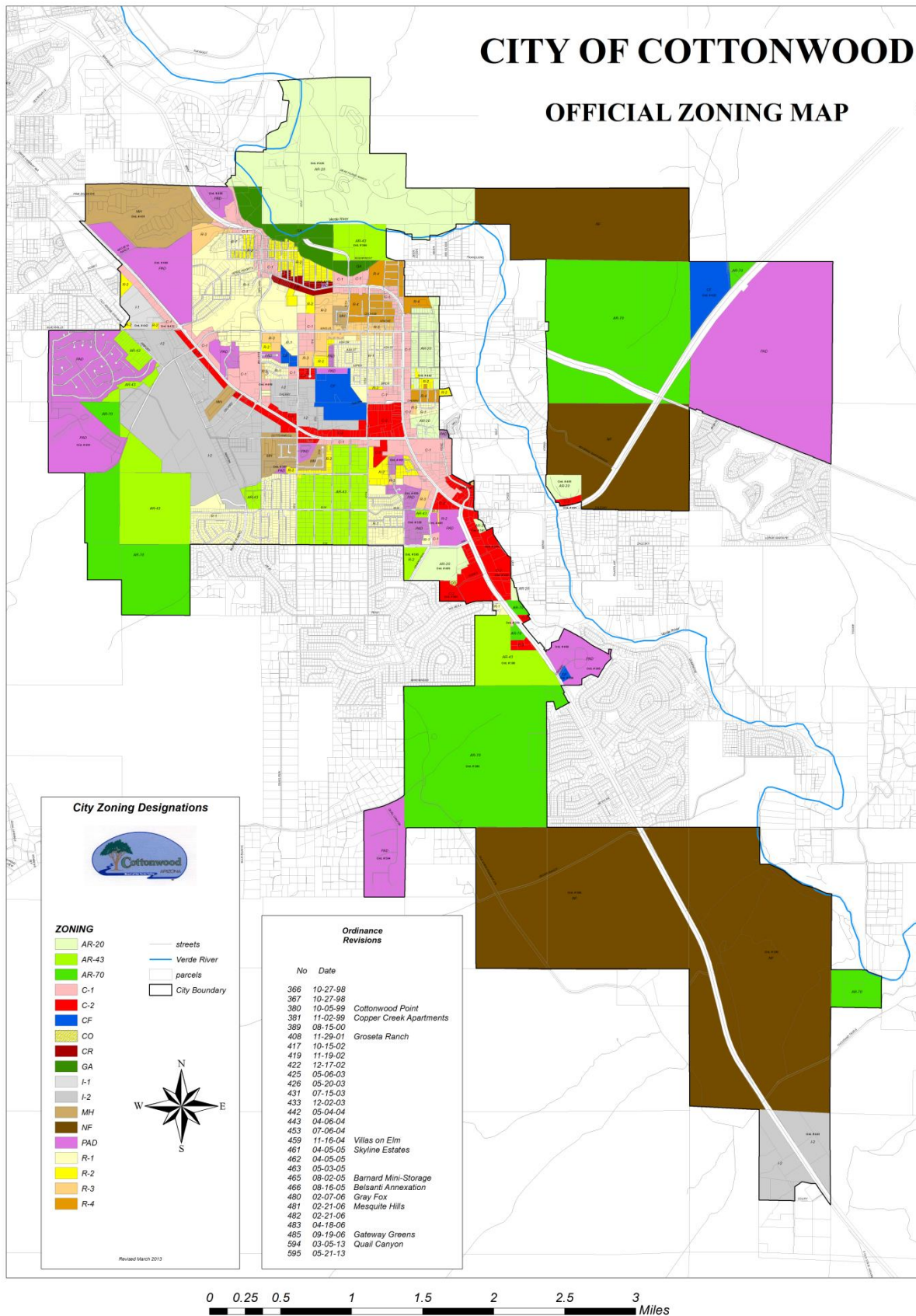
I. LAND RESOURCES BY ZONING DISTRICTS

The intent of zoning is to allow for the full range of uses expected in a complete, sustainable, functioning city in a manner that encourages orderly and compatible development. Like most cities, Cottonwood has residential, commercial and industrial zones that provide opportunities for various uses to be developed in those areas.

The zoning system also recognizes the benefits of providing opportunities for mixed-use land use planning. Planned area developments and master planned communities are strongly supported as a method to achieve higher quality development with an appropriate mix of uses. The challenge of allowing or promoting mixed use districts is generally found in the details, which must be carefully considered so as to ensure such uses can co-exist in a balanced, compatible and harmonious manner. The type of use, level of activity, traffic generation, hours of operation and similar operational and functional attributes are considered when evaluating the compatibility of uses in the zoning context.

In order to provide for the needs and interests of a growing community, there must be adequate land resources to meet the range of interests and uses. There is a need to maintain adequate opportunities for commercial and employment-based land development, as well as potential residential development.

TABLE 8.1 LAND RESOURCES BY ZONING DISTRICTS (acres)				
District/Area	Built	Vacant	ROW	Total
AR-20	136.42	678.25	11.38	814.67
AR-43	186.96	223.36	26.49	350.50
AR-70	17.18	2208.55	17.97	1936.26
C-1	198.85	177.37	74.57	376.22
C-2	66.11	110.28	22.82	166.39
CR	19.91	3.00	0.00	22.91
CF	65.99	64.93	1.67	130.92
GA	52.05	49.88	147.15	101.93
I-1	9.89	18.65	0.00	28.54
I-2	144.48	562.64	24.05	609.9
MH	149.51	13.80	8.86	163.31
NF	0.00	2954.15	84.01	2954.15
PAD	238.49	1150.02	0.00	1252.96
R-1	482.43	174.18	103.76	656.61
R-2	68.27	95.37	17.12	163.64
R-3	51.55	71.67	31.15	123.22
R-4	63.42	21.58	19.79	85.00
SUBTOTAL	1951.51	8091.31	635.10	10,662
Square Miles	3.05	12.61	0.99	16.65





2. UNDEVELOPED SUBDIVISION LOTS (as of January 1, 2014)

The following table provides a summary of approved and available building lots in Cottonwood as of January 2014. The list does not include older neighborhoods or developments, all of which contain some vacant parcels that could be developed. The summary is intended to provide a general overview of the current conditions regarding the surplus of building lots with emphasis on developed subdivisions, as well as approved projects which may not have any physical development but which have established rights for development. The intent is to document the surplus of approved lots in the larger developments.

Approved Residential Subdivision Development	Total Approved Lots	Platted Lots (Recorded with County)	Current Buildable Lots	Balance for Total Approved Lots	Built Lots
1. Grey Fox	99	99	69	69	30
2. Kindra Heights	26	26	25	25	1
3. Mesquite Hills	425 (Prelim. Plat)	147 (Phase I.)	123	401	24
4. Mesquite Springs (Manufactured Home Subdivision)	61	61	58	58	3
5. Tierra Verde II	10	10	5	5	5
6. Villas on Elm	109	109	24	24	85
7. Verde Santa Fe North	2,050	0	0	2,050	0
8. Quail Canyon	59	59	58	58	1

Mixed Use (Res. & Com.)					
Gateway Greens	4	4	2	2	2 lots

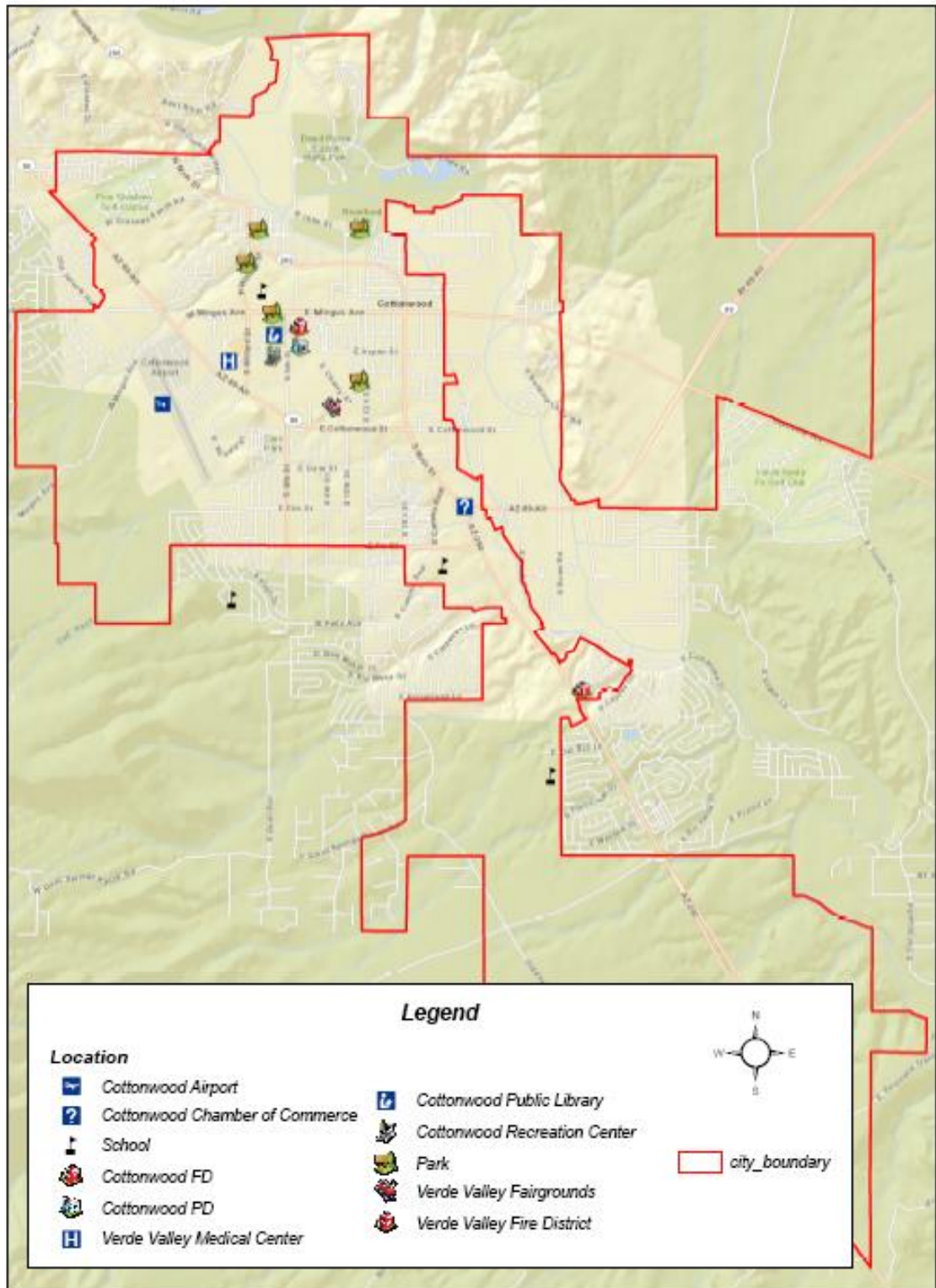
Manufactured Home Park	Approved Spaces	Developed Spaces	Available Spaces	Balance of Approved Spaces	
On The Greens	333	236	181	278	55

Commercial / Industrial Business Parks					
Cottonwood Business Park	36	36	35	35	1
Cottonwood Airpark I	15	15	10	10	5

SUMMARY	Total	Platted	Available	Balance	Built
Residential Lots	3,108	751	545	2,970	206
Business Park Lots	51	51	45	45	6
Mixed Use Lots	4	4	2	2	2



Community Facilities





E. LAND USE CLASSIFICATIONS

As per State Statute, Land Use Classifications describe basic categories of use in terms of the density or intensity of such use. Zoning Districts, on the other hand, are based on regulating specific uses within categories that are subject to a range of detailed development standards. The Zoning classification defines the property rights for a property. The Land Use classification in the General Plan looks at the long-term direction for the property in terms of general associations.

The relationship between these two designations, which both look at land use, becomes most apparent with any proposal to change the zoning on a property. As per State Statute, a proposed rezoning of a property must be in conformance with the Land Use section of the General Plan. Therefore, in the interest of providing a coherent relationship, the descriptions of the Land Use Classifications are shown in association with the comparable Zoning Districts.

Generally, residential categories are defined in terms of “density.” Density is the relationship between the number of dwelling units and the area of land. This is typically expressed as a ratio of the number of units per acre. (An acre is 43,560 square feet in area.) Commercial development is usually described in terms of the intensity of use, which relates both to the size of development relative to the property size, as well as the type of use and the level of activity anticipated.

Relationship of Land Use Classifications to Zoning Districts

The Land Use Classification creates a method to describe the general level or intensity of development within general use categories. The Zoning District describes the property rights and the specific allowable uses of a property with detailed development requirements. The relationship of the General Plan to Zoning is important for a change of zoning (rezoning) but it is the Zoning District that tells you what your property rights are. The Land Use Classification by itself does not have any effect on existing property rights.

Residential categories range from Very Low to High and indicate maximum densities allowed with the spread indicated for different zoning districts. For a rezoning, conformance with the General Plan is only one part of the consideration. Any change of zoning must be considered on its own merits in terms of the surrounding context, compatibility with surrounding uses, availability of adequate infrastructure, traffic impacts and similar issues.

<u>Land Use Classifications</u>		<u>Zoning Relationship</u>	<u>Maximum Density</u> (Subject to standards.)
HR	Residential / High Density	R-3, R-4	29 / acre
MR	Residential / Medium Density	R-2	11.6 / acre
LR	Residential / Low Density	R-1, MH	5.8 / 8.7 / acre
VLR	Residential / Very Low Density	AR-20, AR-43, AR-70, GA	0.2 / 2 / acre
PLD	Planned Development	PAD	As determined.
PCI	Performance Commercial /Industrial	PAD	
GC	General Commercial	C-1, C-2	
NC	Neighborhood Commercial	CR	
IND	Industrial	I-1, I-2	
PSP	Public / Semi-Public / Institutional	CF, Other	
NF	National Forest	NF	

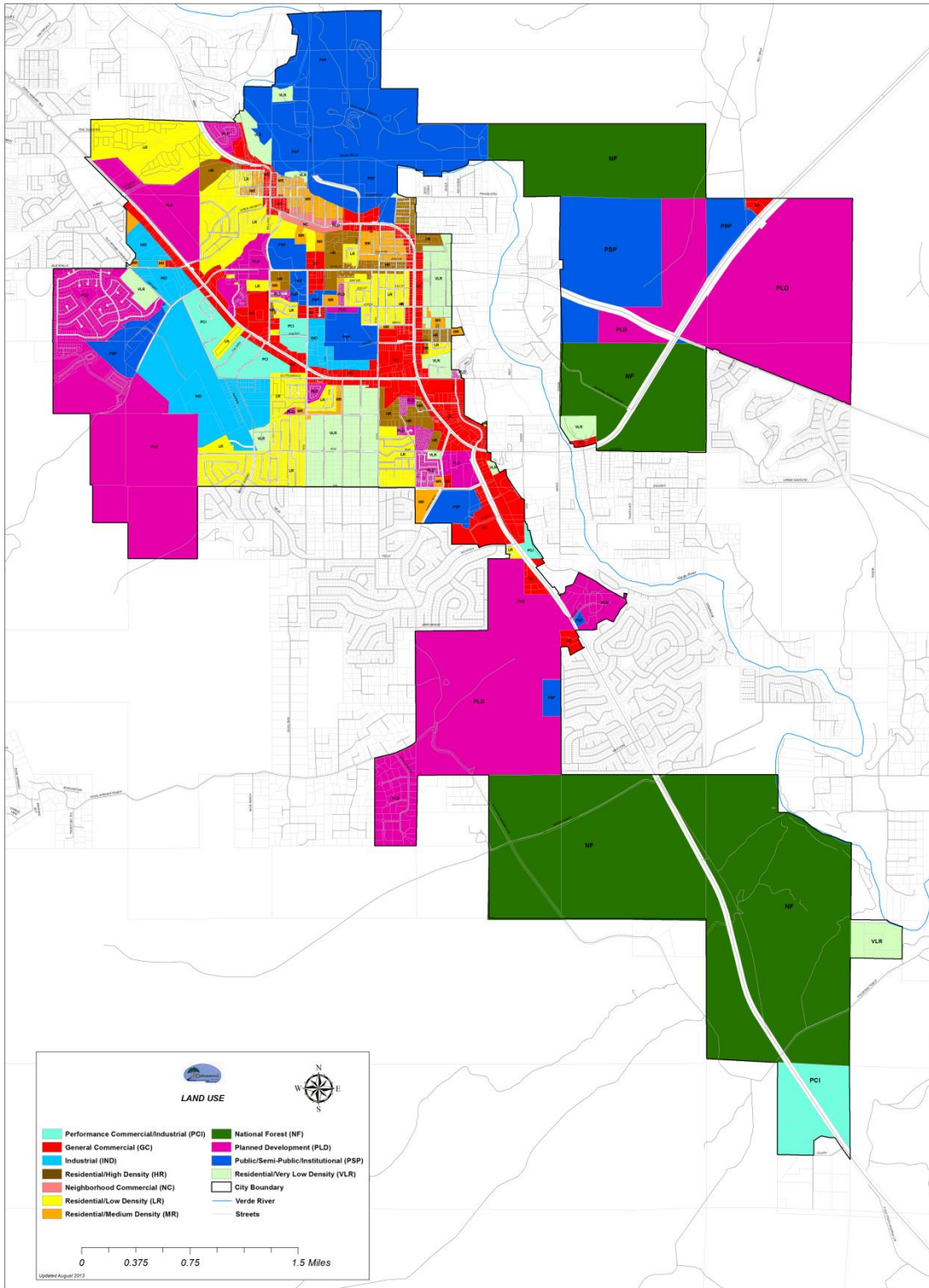


LAND USE CLASSIFICATIONS

HR	RESIDENTIAL / HIGH DENSITY: Intended to accommodate multi-unit housing and neighborhood locations with a mix of housing types. Properties could have as much as 12-29 units of housing per acre based on the zoning and property development requirements. (R-3 & R-4 Zones)
MR	RESIDENTIAL / MEDIUM DENSITY: Intended to accommodate single-family and multi-unit housing, generally with 6 - 11.6 units to the acre. (R-2 Zone)
LR	RESIDENTIAL / LOW DENSITY: Intended for typical single-family detached type housing up to 5.5 units per acre; and manufactured home parks and subdivisions, up to 8.7 units per acre. (R-1 and MH Zones)
VLR	RESIDENTIAL / VERY LOW DENSITY: Larger lot residential areas with densities ranging from 2 units per acre to 1 unit per 5 acres. (AR-20, AR-43, AR-70, GA Zones)
PLD	PLANNED DEVELOPMENT: Allows flexibility in the design of higher-quality development so as to provide a mix of residential types, as well as, integrated commercial and/or institutional uses prepared through a comprehensive master development plan. Takes into account pedestrian quality, attractive architecture and site development, open space networks and community values. (PAD Zone)
PCI	PERFORMANCE COMMERCIAL / INDUSTRIAL: Indicates areas that can accommodate mixed use development with emphasis on commercial and/or industrial uses with innovative design, quality architecture and integrated comprehensive site planning through a master development planning process. Appropriate for business and office parks, light industrial centers, auto malls or similar development. Could include some residential or other non-commercial use. (PAD Zone)
GC	GENERAL COMMERCIAL: This classification is intended for general commercial functions, including retail, professional services, automobile sales and services, shopping centers and offices. (C-1, C-2 Zone)
NC	NEIGHBORHOOD COMMERCIAL: Includes mix of residential and low key commercial uses, including specialty retail, professional services, art galleries, cafes. (CR Zone, PAD Zone)
IND	INDUSTRIAL: Intended to accommodate industrial uses, including manufacturing, outdoor processing and storage, and research and development facilities. Encourages planned industrial park development where most activity takes place within buildings, as well as uses that may include outdoor activity where appropriate. (I-2, I-1 Zone)
PSP	PUBLIC / SEMI-PUBLIC / INSTITUTIONAL: This classification provides for a variety of public, private and semi-public institutions and facilities generally managed for the community benefit, not including Arizona State Trust Land or National Forest. Includes public parks and facilities, schools, local government facilities, and cemeteries. (CF and Other Zones as appropriate)
NF	NATIONAL FOREST: Property within the Prescott or Coconino National Forest managed by the United States Forest Service. (NF Zone)



Land Use





F. PLANNING SUB-AREAS

Introduction.

Planning Sub-Areas, also referred to as “planning areas” or “plan areas,” provide a method to better understand the sub-sections of the city and to help guide future development and redevelopment in those areas. Each of the planning sub-areas includes a narrative section describing historical context and current trends, and proposed recommendations to guide development in that area. There are 10 planning sub-areas identified.

Planning Sub-Area Designation.

The Planning Sub-Areas each recognize some type of common element, such as a general type of use, design character, historic development pattern, street or circulation issues, existing zoning, and/or related development trends. The planning areas provide a method to understand common aspects; however, they also tend to be broad and general with a mix of issues. Planning area boundaries are provided as a method to help organize common concerns and opportunities. In most areas there are issues that overlap and blend; however, the sub-area designation still provides a useful method of breaking out that area in an understandable manner so that common issues can be considered.

Sub-Area Planning Process.

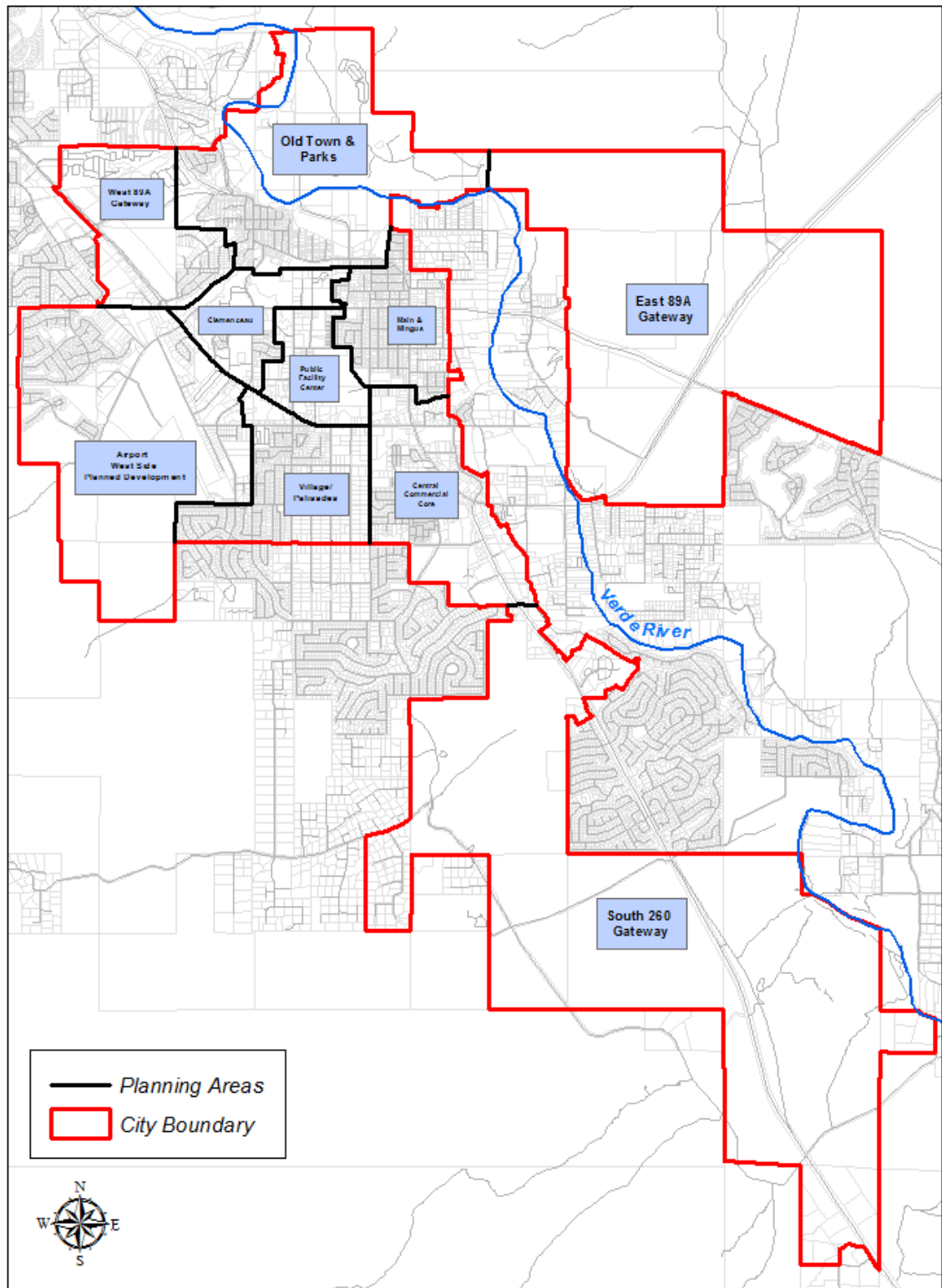
The opportunity with the sub-area planning process is to work with property owners, residents, businesses and other interested parties to develop local and neighborhood plans to identify existing conditions, consider needs and lay out a common vision for future improvements. Some areas are mostly new; some areas are old. Some areas are wide open and undeveloped; some areas have a mix of developed uses and styles. Each area has unique characteristics but comes together as an integrated city.

SUMMARY OF 10 PLANNING SUB-AREAS.

1. **East 89A Gateway.** Major “gateway” entrance area to Cottonwood from Sedona and Cornville.
2. **Old Town and Parks.** The Old Town area has unique cultural, historic and economic issues that need attention from those unique perspectives.
3. **Main & Mingus.** Neighborhood residential area with closely related corridor planning issues.
4. **Clemenceau.** The historic Clemenceau area now serves as a critical connection between the old and new areas of the city.
5. **West 89A Gateway.** Important role as a gateway district should be considered. Closely associated with future development around the Medical Center.
6. **Airport and West Side Planned Development.** Potential airport development areas need to be considered in relation to large undeveloped ranch properties west of the airport.
7. **Verde Village / Palisades.** Mainly developed areas. Issues include development around the edges, major collector streets and condition of some older developments to the north.
8. **Public Facility Center.** Includes older industrial area and residential complexes in addition to a number of significant public service and governmental facilities.
9. **Central Commercial Core.** Major shopping centers, large discount retail and home centers, auto dealers and regional outlets serve as commercial core.
10. **South 260 Gateway.** Gateway district coming from I-17. Highway commercial corridor along SR 260, includes undeveloped State Trust Land and Forest Service properties.



Planning Sub-Areas





AREA I: EAST 89A GATEWAY

Area defined by State Route 89A and Mingus Avenue extension serves as an important gateway to Cottonwood from Sedona and Cornville. A large part of this area is undeveloped public lands, including State Trust Lands, Coconino National Forest and Yavapai County Cliffrose Preservation area. Annexation completed in 2002, extended the City boundary across the Verde River to incorporate Forest lands, State Trust lands, and private lands that include Verde Santa Fe North.

Verde Santa Fe North (Phase II) is a 688 acre master planned community that was originally approved by Yavapai County in the mid-1980s and later revised to include up to 2,050 dwelling units and 117.6 acres of commercial development. At the request of the property owner, the north portion of Verde Santa Fe was annexed by the City of Cottonwood in 2002. The revised Verde Santa Fe annexation agreement removed the golf course feature and replaced it with natural open space areas. The land use plan designates Verde Santa Fe North and the State Trust land at SR 89A and Cornville Road as “Planned Development.” The Coconino National Forest lands are designated as “National Forest.” The 369 acre Yavapai County parcel is designated as Public-Semi-Public-Institutional “PSP.”

The City of Cottonwood has prepared a proposal for annexation of the 10 square mile block of State Trust Land to the northeast of the city. Arizona State Land Department (ASLD) has a multi-step process for consideration of annexation that includes a requirement to develop a conceptual land use plan. The City is working with the ASLD to meet the requirements for submittal of the proposal. The proposed application for annexation will be submitted subsequent to the General Plan. More information regarding annexation can be found in the Growth Area Element.



Immaculate Conception Catholic Church at Bill Gray

A sub-area planning process for this overall area could be used to develop a high-quality integrated design concept prior to individual development proposals. The area planning process could identify coordinated access, compatible high-quality architecture, multi-modal transportation networks and coordinated site planning.

Recommendations:

1. The challenge for future development will be to maintain the outstanding views from this area and to ensure development provides a human scale and attractive environment while integrating with the surrounding natural environment.
2. A general land use plan was approved for Verde Santa Fe North. The details of how the commercial sites are designed and how the neighborhoods are laid out should be carefully considered to emphasize people-oriented, neighborhood-scale, village centers. Design standards should be developed to strongly discourage large strip-center commercial development fronted by large parking lots along the highway.
3. The intersection at Bill Gray Road and SR 89A will be signalized as part of the Verde Santa Fe North development. An access management plan is recommended for this area to help guide related site planning for undeveloped private and state lands.

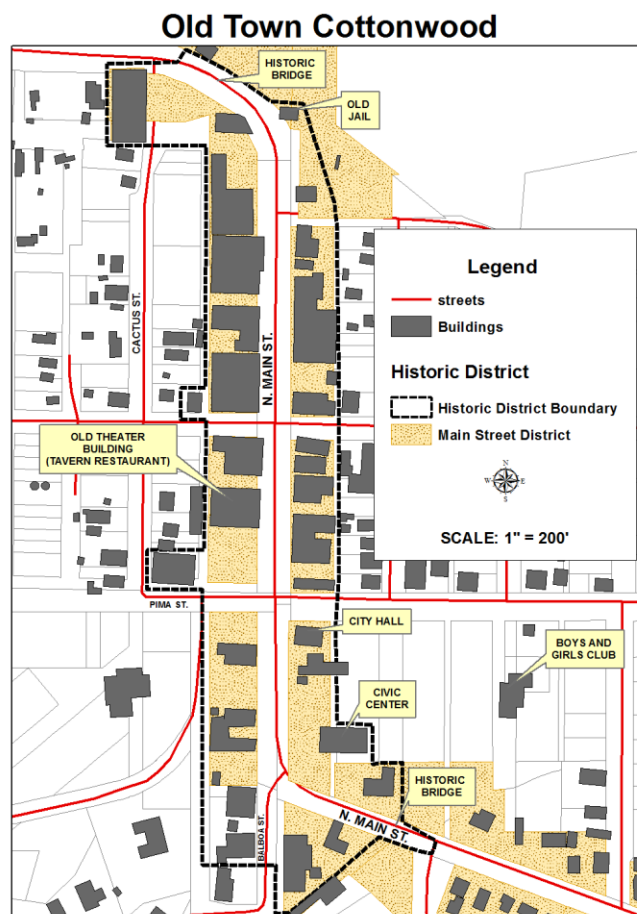


NORTH 89A PLANNING CORRIDOR LAND OWNERSHIP OWNER		ACRES
COCONINO NATIONAL FOREST		880
YAVAPAI CO. (CLIFFROSE AREA)		369
STATE TRUST LAND (UNINCORPORATED)		6,479
STATE TRUST LAND (INCORPORATED)		239
VERDE SANTA FE NORTH		688
CATHOLIC CHURCH		65
OTHER PRIVATE LAND		11
TOTAL		8,731 ac.
13.64 sq. miles		

AREA 2: OLD TOWN & PARKS

Old Town Cottonwood, the site of the original settlement in the area in the 1870s, consists of the well-defined commercial core along N. Main Street connecting to adjoining historic residential areas. Main Street was created in 1908 when settlers used a team of horses to pull a drag through brush. Platting and development occurred during the World War I years, coinciding with the development of smelters in Clarkdale and Clemenceau. The Cottonwood Commercial Historic District consists of 15 acres along three blocks of North Main Street between the Del Monte Wash Bridge (built in 1935 by the Works Progress Administration) and the Cottonwood Bridge (built by the Civil Works Administration in 1934). In recent years, the business district and adjoining areas have begun to experience re-investment and revitalization.

Because of its unique and historic environment, Old Town has become an attraction for area residents and tourists. It has also proved to be a popular venue for community events including the summertime weekly Farmers Market series, street festivals and parades.





Old Town has a close relationship with Riverfront Park and Dead Horse Ranch State Park. The “Jail Trail” accessed from the vicinity of the Old Jail building connects N. Main Street with the Verde River to Riverfront Park. The trail provides an opportunity to blend the charm of the historic district with the rare cottonwood-willow environment along the free flowing Verde River. Dead Horse Ranch State Park and the City’s Riverfront Park bracket the Verde River just east of Old Town. A network of trails from that area leads onto the Coconino National Forest.

Recommendations:

1. Support efforts to implement the vision of the Verde River Greenway State Natural Area.
2. Preserve mature landscaping and trees in this area.
3. Support use of Del Monte Wash for a trail network for recreational purposes.
4. Renovate the Cottonwood Civic Center to ensure the long term stability of the historic structure, provide access for persons with disabilities and work to list the building on the National Register of Historic Places.
5. Continue support for civic events in the area, including the Farmers Market series, Christmas parade, Walkin’ on Main, Chocolate Walk, Brian Mickelson Marathon and other annual civic events.
6. Support continued presence of City of Cottonwood governmental functions in the general area, including City Hall and other uses, as a valued component of an authentic town center.
7. Pedestrian-oriented retail character of the streetscape should be preserved.
8. Any new development in the area should be in scale with existing uses and compatible in design.
9. Encourage compact, pedestrian-oriented development and enhanced treatment of streetscapes adjacent to Old Town.
10. Provide improved pathway connections for walking and bicycling from central Old Town area to surrounding neighborhoods, including On the Greens/Pine Shadows/Gray Fox Ridge, Verde Heights and Clemenceau area.



AREA 3: MAIN AND MINGUS

The Main and Mingus area includes several identified neighborhoods and zoning districts, including two of the oldest subdivisions in the community, Scott's Addition and Smelter City, both platted in 1917. Central to the planning section is the intersection of East Mingus Avenue and Main Street. This sub-area also includes a high concentration of some of the oldest homes in the city. The area also includes a high percentage of rental properties and a high percentage of low to moderate-income persons residing in this area. Main Street through this area features a great sweeping curve developed many years ago as part of the state highway system. The curve was placed over the top of a pre-existing subdivision, resulting in numerous odd-angle intersections and traffic visibility issues.

North 10th Street between Mingus Avenue and Main Street was improved in 2013 with curbs, gutters and sidewalks through a Community Development Block Grant. Additional street and drainage improvements are still needed throughout the Area. A number of street improvements are still needed along Mingus Avenue, including continuous sidewalks, and pedestrian and bicycle facility improvements.

A North Main Street Corridor Study between Old Town and SR 89A is recommended so as to consider traffic safety improvements, streetscape upgrades, and business assistance programs that are intended to enhance the attractiveness and economic viability of this area. Bicycle and pedestrian improvements are recommended throughout the area to provide efficient, safe and convenient connections from the neighborhood to schools, parks and commercial areas.

Consider opportunities for development of one or more neighborhood parks in the area. Small neighborhood parks may have shaded seating areas, pathways, and simple play area features for young children. Such neighborhood parks need to be designed and located in a manner that allows positive, safe use by families, children and others. Open lines of sight allowing clear surveillance of the area from surrounding properties and streets is necessary to encourage use by neighbors.

Recommendations:

1. Support revitalization efforts in this area, including potential assembly and consolidation of properties that would allow appropriate pedestrian-oriented residential density development.
2. Support continued street improvement projects in the area where appropriate to include curb, gutter and sidewalk improvements to help control drainage, improve safety for pedestrians and provide a "finished edge" to the public right of way.
3. Consolidate access points along the curve. Consider bicycle and pedestrian improvements that could help calm vehicular traffic along Main Street.
4. The City should continue to work with the Main and Mingus Block Watch group through support of clean-up efforts, code enforcement and housing rehabilitation in the neighborhood.
5. Explore options for park development in the neighborhood.
6. Access easements should also be obtained where possible along the Silver Springs Wash and Railroad Wash to preserve an open natural corridor and enable access to the Verde River.



AREA 4: CLEMENCEAU

The Clemenceau area was originally a separate town site that developed in connection with the UVX Smelter. It had housing, stores, churches, a theater and a bank. Most of the historic buildings, with a few notable exceptions, are gone but the reference to this part of local history remains. This area currently contains a range of land uses including a number of major public facilities, schools, churches, and multi-unit housing. In addition, the area includes Cottonwood Elementary School and Cottonwood Middle School, as well as the district headquarters of the Cottonwood-Oak Creek School District. The Clemenceau Museum is also located in the historic Clemenceau School building.

The major feature of this area today is the vacant property along Mingus Avenue, which has outstanding potential for pedestrian friendly, mixed-use development. Opportunities for a trail network through the area could be considered along Del Monte Wash. The nearby Verde Valley Medical Center serves as a central part of a growing sub-area of medical and health care related development. Encourage development in the Clemenceau area that supports the Verde Valley Medical Center, including medical offices, senior housing and compatible businesses.

Recommendations:

1. Encourage and support a mixed-use development northwest and southwest of the Willard Street and Mingus Avenue intersection.
2. Ensure that new development in this area extends and enhances pedestrian connections to all surrounding areas. In particular, ensure that any future planned development along Mingus Avenue and Willard Street includes convenient, safe pedestrian connections to the central part of Old Town.
3. Pursue opportunities to use Del Monte Wash for open space and passive recreational uses, including trails and walking paths, with access from adjacent developments and neighborhoods.

AREA 5: WEST 89A GATEWAY

The west SR 89A area extends from the city boundary with Clarkdale south to Mingus Avenue and east to Old Town. The area includes properties on both sides of SR 89A. There are several large undeveloped properties with substantial highway frontage. The area also includes large residential areas within the Pine Shadows Community, On The Greens manufactured home park and the Verde Heights subdivision. Pine Shadows also includes a 9-hole golf course that provides open space and a specific recreational activity for residents in this area. The adjacent On The Greens development has only been partially developed and potentially could include a significant number of additional units. There are several major washes that bisect the area that are on private property. Besides serving as important natural drainage features for the larger sub-area, these washes provide opportunities for preservation of open space and placement of recreational trails that could connect the Old Town area to National Forest lands in the Mingus foothills.

The State Route 89A corridor was reconstructed in 2010 with a series of roundabouts and a controlled access management approach from the highway. Future development of Cottonwood properties will include controlled access along the state highway with primary access points from secondary roads connected to the roundabouts. Extension of secondary roads, such as Alamos Drive, will assist with the development of a coherent integrated circulation plan associated with the corridor.

Recommendations:

1. Extend Alamos Drive north to provide access to parcels, restrict direct access to parcels from 89A and provide a connection to Black Hills Drive and Scenic Drive.



2. Coordinate trail development at Pine Shadows and with future development of the Groseta Ranch property to include connections to Old Town and the Verde River Greenway.

AREA 6: AIRPORT AND WEST SIDE COMMUNITIES

The Cottonwood Municipal Airport includes approximately 520 acres, mostly zoned industrial. Much of the city-owned land east and west of the airport has been leased to Cottonwood Airpark, Inc. with the expectation that job-generating industry would be located there. The east side of the runway has developed slowly over the past fifteen years. The Cottonwood Municipal Airport Master Plan serves as a guide for development in this area.

The West Side Planning Area includes existing master planned communities, potential areas for new planned development and the Airport development area. Existing planned development includes Cottonwood Ranch (527 homes) and Mesquite Hills (425 approved, 147 Platted). Approximately 482 acres of private ranch property located in the rolling foothills west of the airport could potentially be proposed for planned residential or mixed use development at some point in the future.

Any future roadway connections in this area need to be tied to future development plans of the private lands in the area. The proposed “West Loop” roadway, which has been discussed for decades, would primarily provide a connection and benefit for local development on the west side. The roadway could connect from Black Hills Drive to West Mingus Avenue to Fir Street. Portions of the West Loop roadway may still be viable and beneficial for local traffic in the area to the west of Cottonwood and future development in the area should be planned to accommodate this route.

Directly west of Cottonwood in this area there are several sections of Prescott National Forest. The multi-agency Verde Front public planning effort has developed a recreation area proposal for the area directly west of Cottonwood. Access points from private development abutting National Forest lands will be coordinated with the Forest Service so as to limit the development of unofficial “social” trails.

Recommendations:

1. Support implementation of the Cottonwood Airport Master Plan. Ensure airport development and management proceeds in a manner that minimizes negative impacts on surrounding residential areas while still allowing improved use of this important facility.
2. Protect natural wash areas as open space networks and integrate trails adjacent to the wash corridors. Work with adjacent public land agencies to coordinate trail access from planned communities so as to allow carefully planned and located systems.
3. Encourage properties owners to provide trail corridor easements along Del Monte Wash, the power line corridor and the edge of the airport property.

AREA 7: VERDE VILLAGE / PALISADES

The area includes roughly 390 acres of private land, primarily zoned and developed as single-family residential properties. Manufactured home sites also exist in this area, including the Cottonwood Heights development. Most of area is defined by two large subdivisions, including Verde Village Unit 8 and Verde Palisades. More recent subdivisions include Vista Grande and Tierra Verde I and II. Residential growth is limited to some infill lots within existing subdivisions. Single and multi-family areas exist to the east. Unincorporated single-family areas exist across Fir Street to the south.

Sixth and Twelfth streets, major north-south collectors, provide primary traffic movement through the planning area. Fir Street provides major east-west traffic movement to the south of the area.



The undeveloped part of the plan area is crossed by the Silver Springs Wash corridor and features two primary opportunities for the development of trail access; one at 6th Street and the other as part of a pedestrian access agreement retained in the development at the north end of 3rd Street. The 6th Street location may also provide an opportunity for a park site associated with future development of adjacent properties. A small City park site has been developed near Elm and Viejo streets, in conjunction with the Verde Village Property Owners Association.

Recommendations:

1. Maintain the large lot character of the Verde Palisades area.
2. Ensure that roadway improvements in the area are compatible with the existing large lot, rural character of the area.
3. Consider possible easements to establish a trail along Silver Springs Wash west of 6th Street.



Elm Street Neighborhood Park

AREA 8: PUBLIC FACILITIES CENTER

This area has a concentration of civic, governmental, education and institutional uses. City of Cottonwood facilities include: the Cottonwood Recreation Center, Public Library, Public Safety Building, City Magistrate Court and Garrison Park. The Yavapai County Annex Building and Community Health Center are also located here. The Verde Valley Senior Center is located on 6th Street. And the main Cottonwood Post Office is located on Mingus Avenue.

This plan area includes about 190 acres north of SR 89A between 6th and 12 streets and additional property west of 6th Street. This plan area includes a mix of industrial, multi-unit residential, and civic facilities, and the Verde Valley Fairgrounds, as well as the historic slag pile that was associated with the Clemenceau smelter which began operations in 1917, and closed December 31, 1936. The Slag Pile and Fairgrounds property provides a range of long-term redevelopment opportunities. There is an opportunity to reclaim a large area of potential infill property basically in the center of the city that is currently occupied by the slag pile, a remnant of the mining era from early part of the twentieth century. Private efforts are currently being planned to remove the slag material for other uses. This could take 15-20 years but once completed the area could provide an attractive location for any number of productive uses.

The central area of the city includes a mix of industrial uses, residential and important public facilities. The area could use greater attention to ensure the various uses can function in a compatible manner:

Recommendations:

1. Support sub-area planning or the development of a master plan for this general area so as to coordinate public facility development, provide an improved plan for pedestrian and bicycle routes, and to develop a coordinated system of signage to identify the various public facilities.
2. Support efforts to process the historic slag pile material for commercial use. Once the slag pile is removed, work with the property owners, the Fairgrounds Association and others to consider long-term redevelopment of this central area of the city.



AREA 9: CENTRAL COMMERCIAL CORE

Over the past few decades the commercial core of the city shifted from the Downtown area, now known as Old Town Cottonwood, to the busy area near the intersection of two major state highways feeding Cottonwood. The area is home to shopping centers, large discount stores, as well as numerous smaller retail and service businesses. The area includes about 340 acres of private property, most of which is zoned for light and heavy commercial uses. Much of the highway frontage is developed; however, opportunities exist for new commercial development along portions of SR 260 and with various infill properties in the area.

Improved traffic management is essential to support the future viability of the area. Landscaped medians with turn lanes could be installed along portions of SR 89A / Main Street in proximity to intersections so as to enhance safety and provide aesthetic improvements. This could be especially helpful near major intersections. Pedestrian crossings would also be improved with center islands on major streets.

Multi-unit residential development should be considered for properties that are located generally behind the highway frontage businesses, including properties within walking distance located on nearby local streets. Higher density residential development can be compatible with commercial uses where there is potential for pedestrian connections. Upgrades to nearby streets and intersections serving the arterial highways should be considered as development occurs in those areas.

Recommendations:

1. Consider redevelopment opportunities for older commercial properties and shopping centers, including additional freestanding development, façade improvements, multi-story additions, mixed use and improved connections to surrounding development.
2. Consider additional multi-unit residential opportunities in nearby areas set back from the highway frontage and provide improved pedestrian links between commercial and residential areas. As development occurs, plan for improvements to streets and intersections to serve the areas nearby the main commercial corridors.
3. Support land assembly process along with coordinated street and access improvements, and other infrastructure coordination, for groupings of smaller vacant parcels located along State Route 260 and along Cove Parkway so as to facilitate more efficient development options.

AREA 10: SOUTH 260 GATEWAY

The area south of Rio Mesa Trail is dominated by a 749-acre tract of State Trust Land designated for “Planned Development.” Mixed-use development is envisioned for the area and could include residential, commercial and, possibly, light industrial in designated areas under the auspices of a comprehensive master plan. Points of access to SR 260 must be carefully coordinated with ADOT to maintain capacity on the state route. Godard Road and Del Rio Drive could be extended west to serve the State Trust Land and connect Old Hwy 279 – Camino Real as collector streets. Cottonwood-Oak Creek School District developed Tavasci Elementary School on twenty acres that was formerly State Trust Land at the west end of Del Rio Drive.

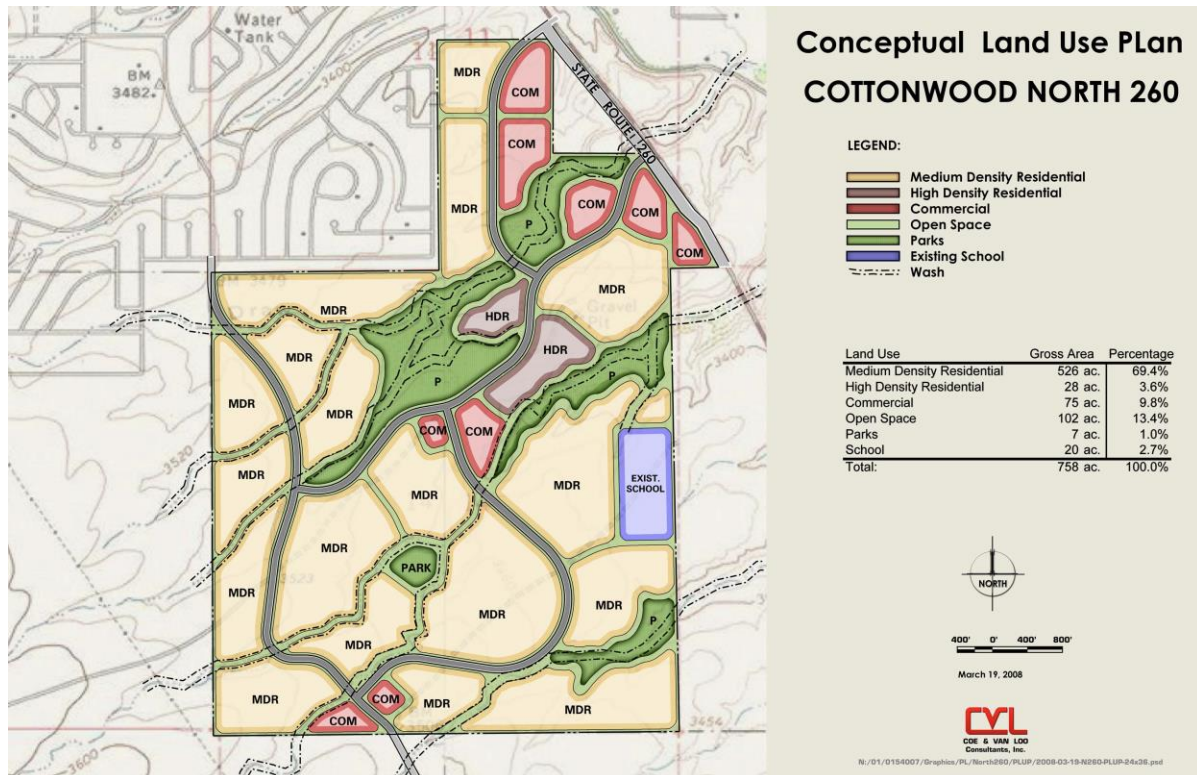
The South 260 corridor includes about 3 ½ square miles of Prescott National Forest within the City. In addition to the wildlife corridor connections, this area is viewed as critical to preserving the visual character and open space between Cottonwood and Camp Verde along SR 260. Wilbur Canyon and Black Canyon drain the foothills and pass under the highway on their way to the Verde River. The sub-area includes a collection of industrial zoned vacant properties along SR 260 and the Verde Valley Motorplex site, which also has potential for re-development with a number of options.



An 80-acre private parcel abutting the city boundary straddles Black Canyon along Old Hwy 279. This is the only private parcel along the entire length of Black Canyon and could be considered for annexation as a potential commercial lodging or resort development.

Recommendations:

1. Consider opportunities to encourage innovative sustainability principles for all new development in this area, including industrial and commercial uses. Energy efficient building design, native plants and low water landscaping, efficient site planning and efficient multi-modal transportation systems could link mixed use development throughout this area.
2. New development along SR 260 should be coordinated to encourage shared points of access to the highway. Work with ADOT and the VVTPD to ensure SR 260 is maintained as a primary limited access connection from Cottonwood and surrounding communities to Interstate-17.
3. Work closely with the State Land Department, developers and residents on the master planning of the State Trust Land west of SR 260.
4. All agencies are encouraged to work together to identify undeveloped public lands in this area that should be permanently preserved as critical wildlife corridors and as visual and aesthetic open space that helps define the unique communities through attractive natural transition zones.





G. SUB-AREA PLANNING PROCESS

Sub-Area Planning is part of a strategic process that complements and expands on the scope of the Cottonwood General Plan. The sub-area planning process is presented as a potential method and an opportunity to further the goals of the General Plan through ongoing efforts to evaluate various sub-areas of the city in greater detail after the completion and approval of this General Plan.

Sub-Area Plans can be organized to address physical, social, economic, and safety concerns of an area. This type of planning process is intended to generate a framework for partnership between residents, businesses, interested citizens and the City government by encouraging involvement, collaboration, identification of problems and related solutions, and setting of goals which can be prioritized for action. Through the establishment of common goals, the area plan can identify issues and priorities, as well as solutions to be addressed in short, mid, and long-range implementation schedules.

The area planning process can help guide future decision making by the City Council and may result in a plan for action by the City, by neighborhood residents or by a variety of collaborative means. Area Planning is intended to provide an enhanced sense of community, improved property values, greater economic vitality, improved sense of safety and security, and an overall enhanced quality of life. The process for developing such plans will take hard work by residents, the City Council, the Planning and Zoning Commission and City staff. The sub-area planning process can help provide a greater understanding of the challenges, as well as a greater awareness of the opportunities for improvements in those areas.

The Cottonwood General Plan Land Use Element divides the city into 10 planning sub-areas based on common elements, such as zoning, land use or general location. The Sub-Area Planning process provides an opportunity to focus in greater detail on specific sub-areas so as to identify both challenges and opportunities and develop recommendations accordingly. The opportunity to focus on sub-areas with a greater level of detail through an organized process of citizen involvement will help everyone to better understand those areas and will provide guidance for future program decisions. This type of plan can be referred to as a Community Area Plan but is also commonly described as a Neighborhood Plan, Sub-Area Plan or simply as an Area Plan.

What Is an Area Plan?

An Area Plan is a tool to help guide development and redevelopment of an area. Plans may address current issues, community priorities, changing conditions and long-range opportunities for the future. Plans typically include goals and policies, visions statements, design themes and design guidelines for the area, and maps addressing important community topics such as physical improvements, community-buildings, economic vitality and neighborhood safety. Area Plans provide an opportunity for residents, businesses and interested citizens to look at a variety detailed issues, such as residential and commercial uses, economic development, parking, streets, sidewalks, parks, community facilities, flood plains, open space, public safety, code enforcement, historic preservation and other issues which may be determined by public input.

A standard method for creating a **Sub-Area Plan** is organized with six main steps:

1. Introduction and Overview
2. Establishment of Citizen Involvement Process
3. Community Vision and Values
4. Identify Goals and Objectives
5. Creation of Plan Sections (data collection, analysis and policy development)
6. Recommendations and Implementation Strategies



Sub-Area Plan Outline.

1. Introduction.

The introduction provides an overview of the city-wide planning process, a review of the history and character of the area, and the process to be followed, including citizen involvement, timelines and desired outcome. The introduction needs to clearly convey the opportunities available for community members to participate in the process.

- Purpose.
- Context.
- History.
- Existing Conditions.
- Proposed Development.
- Planning and Implementation Process.

2. Citizen Involvement Process.

It is necessary to organize an appropriate approach to facilitate citizen involvement throughout the process. This typically includes conducting a series of public meetings to receive input and direction on the various parts of the plan. Meetings may be conducted in a workshop format and include smaller breakout groups or sub-committees set up to focus on separate issues or areas.

- Identify the overall planning area boundaries.
- Identify Stakeholders/Participants.
- Identify Technical Advisory Group and/or Steering Committee.

3. Vision and Values.

The public planning process starts with an investigation of the “vision” for an area. The process involves an open consideration of the challenges, as well as the opportunities. The goal is to integrate the community vision and values into a program that works to guide future growth and development in a meaningful way.

- Sub-Area Vision Statement.
- Community Survey.
- Urban Design Principles, Character Area Design and Placemaking.
- Challenges and Obstacles.
- Opportunities.
- Assignments.

4. Goals and Objectives.

a. Identify Preliminary Goals and Objectives:

- Physical Environment / Land Use
- Social / Cultural / Community
- Economic
- Safety / Security

b. Relationship to General Plan.

The relationship of the sub-area to the city as a whole needs to be reviewed in terms of the various goals and objectives described in the General Plan 2025. A sub-area plan is intended to function as an extension of the vision expressed in the General Plan. A comparative review should be provided to help guide the development of the sub-area plan.



5. Development of Area Plan Sections.

A basic planning outline can be developed for a sub-area; however, each area has unique issues and characteristics so some flexibility with the project design should be expected.

a. Data Collection.

- Demographics, Statistics and Inventory of existing conditions.
- Maps and Photographs.
- Historical Background.

b. Plan Sections: Potential issues for a community sub-area plan can be adjusted based on the specific emphasis of an area. A basic template for all areas can be developed with unique issues emphasized based on the specific issues in that area.

- Land Use and Zoning
- Circulation and Transportation
- Parking and Parking Management
- Parks & Recreation
- Washes and Open Space
- Public Amenities, Cultural Facilities & Programs
- Economic Development
- Design & Character
- Resources and Links / Available Services
- Other issues to be determined.

6. Recommendations and Implementation Strategies.

The Sub-Area Plan may include proposed Implementation Strategies for the entire sub-area and for the different sections. In addition, it can help to define Timelines, Funding Sources, Recommended Priorities and Assignments.



H. ANNEXATION

Annexation is the process by which property is brought into the City’s jurisdictional boundaries. With annexation, the City of Cottonwood becomes the general purpose government, providing services such as police protection, road maintenance, water management, development planning, parks and recreation, permitting and business registration. Like most cities in Arizona, Cottonwood has increased in size over the years through annexation of adjacent lands. There have been 18 annexations of land area added to the City of Cottonwood since incorporation in 1960.

I. Benefits of Annexation:

Becoming part of the City of Cottonwood provides a number of benefits for property owners and residents, including receiving various city services and participation in city government activities:

- No property taxes related to a fire district.
 - Ability to vote and contribute in the political scene in Cottonwood.
 - City emergency and public safety services, including Police, Fire and EMT.
 - City code enforcement services and community planning services.
 - Greater influence on county politics through association with a larger community.
 - Reduced cost for the use of city services, such as water, recreation services.
 - Access to high quality water and wastewater services.
 - Streets constructed and maintained to high standards.
- a. **Provision of City Services:** Areas within the city limits have the opportunity to receive the full range of available services. Typically, new development is expected to contribute its fair share for extension of infrastructure. Annexed areas can expect to receive city services, although extension of the full scope of services and infrastructure to all areas may reasonably be based on a schedule for completion.
- Service Area Exceptions:** Several areas outside the city limits are included within the City’s water service area, including Verde Village and Verde Santa Fe. Those areas had existing private water systems that were integrated into the coordinated publicly-managed water system for the area. City utilities may be extended to new development projects outside the city limits where included as part of an identified service area.
- b. **Participation in City Elections and Decisions:** Joining the City of Cottonwood gives residents a greater voice in decisions and issues that are governed by the City of Cottonwood, many of which impact the entire region. Residents of Cottonwood can vote in municipal elections and may run for office and serve on various boards and commissions.

2. Annexation Process:

The annexation process is closely governed by State Statute, as described in Arizona Revised Statutes § 9-471. The annexation process is typically initiated by property owners who wish to become part of the City of Cottonwood. Where there are multiple properties, there needs to be approval of more than half of property owners representing at least half of the value of real or personal property. The City evaluates annexation requests to ensure that such property meets or will meet City development standards (i.e. standards for site development, street development, utilities, fire protection, zoning, code enforcement, etc.) and be a positive addition to the community. In some cases, the City may initiate the annexation process, such as for adjacent public lands that may someday become available for development. The City Council makes the final decision as to whether to annex property or not.

3. Annexation Types:

Annexation requests can be described as those primarily comprised of undeveloped properties and those properties with existing development.



a. Undeveloped Areas.

Undeveloped areas may include private property, as well as state or federal lands. Included within this classification are undeveloped private lands that may have been previously master planned or subdivided through the county process.

b. Developed Areas.

Unincorporated properties that have been developed under Yavapai County standards may be considered for annexation; however, the long-term ability to come into conformance with city standards and procedures needs to be clearly defined. Property owners of a proposed annexation area are typically responsible for bringing infrastructure (roads, drainage, utilities, etc.) up to city standards unless some extraordinary circumstances can be demonstrated.

4. Developed Area Infrastructure Requirements:

Developed areas requesting annexation need to adequately address long term infrastructure goals:

- a. Upgrade the proposed annexation area's existing infrastructure to comply with the current City standards before the adoption of the annexation ordinance or establish a clearly defined plan to accomplish such upgrades within a timeframe; and
- b. Develop a Pre-Annexation Agreement with the City of Cottonwood. Part of the purpose of the Agreement is to clarify the extent of the infrastructure improvements to be accomplished and the methods, timelines and responsibilities of each party for accomplishing such improvements.

5. Pre-Annexation Agreement:

A Pre-Annexation Agreement can be used for all types of annexation. The purpose of the Agreement is to identify procedures and responsibilities regarding the infrastructure improvements that must be completed and any other specific issues that should be included. Where multiple property owners are included within an annexation request, it will be necessary to establish a legally supportable process to approve the pre-annexation agreement. In situations where it is determined that an undeveloped annexation area warrants an agreement that contains more specific information, a pre-annexation agreement may also be used. The necessity and scope of a pre-annexation agreement is determined on a case-by-case basis.

Summary of Key Annexation Policies:

1. Limit or minimize any short-term subsidies and maximize the long-term benefits through careful determination of which areas should be annexed and provide the optimum timing for annexation and development.
2. Apply a fiscal impact model analysis to each annexation and development proposal.
3. Developed County residential subdivisions may need to upgrade their infrastructure and facilities through the use of improvement districts or other means prior to annexation. Re-platting of substandard or non-conforming subdivisions may be required to meet current City standards.
4. The City will not typically extend infrastructure or provide services to new service areas outside the city limits without annexation. Exceptions may be granted to areas associated with City service areas.
5. Pre-annexation agreements should be used with annexation proposals in order to specify the infrastructure needs for the development and the schedule for development of the annexed lands.
6. Include reasonable time limits for agreements for specific development plans and zoning classifications of annexed lands. After a designated period of time, unfulfilled development plans should be reconsidered based on current standards.
7. The City should annex only those County roadways that have either been improved to City standards or where sufficient assurances have been provided to the City for upgrading those roadways to approved standards within a specified timeframe.



I. URBAN DESIGN

The practice of organizing the design and layout of cities and towns is referred to as “urban design.” There are a number of approaches and theories for describing urban design concepts ranging from classical systems describing formal elements to more contemporary approaches that focus on social relationships and technological changes. The purpose and intent of these efforts is to better understand the essential relationship between the people and the built environment in a manner that responds to the ideals of the community.

URBAN DESIGN PROGRAM

Urban design organizing concepts look at the form, shape and functionality of the city. Urban design asks the question of what makes a great city? We can ask the same question of a small town. What makes a great community? Formal concepts that can be used to better understand the components of a city include gateways, centers, corridors, edges and landmarks.

Gateways. Gateway areas can provide both a sense of entry into the city, as well as to sub-areas within the city. Places along the main highways at the city boundaries serve as gateways as do places within the city leading into known districts and planning sub-areas. There may be primary and secondary gateway areas. A gateway can be a specific location, a general area or even a gateway district.

- ◆ Identify primary and secondary gateway areas. (North 89A, Lower 260, Main Street north of Old Town, the intersection of Main & Mingus, Roundabouts)

Centers / Nodes / Districts. They may include an identifiable spot, an intersection or be defined as a general district which includes related uses. There are different types of centers, districts and nodes based on their functional role, dispersal patterns, interconnectivity and general condition. There are new commercial centers, older historic districts, various neighborhoods and specialized use areas.

- ◆ Identify key centers/districts within the city. (i.e., Old Town, Airport, Medical Center, Central Commercial Area, Main & Mingus neighborhood)

Corridors / Paths. The path is the sidewalk, street or trail in which people travel. Where there is a concentration of activity along streets and travel ways there can be planning challenges for the linear corridor. Corridor planning may involve linkage between more concentrated centers, buffering and transition from adjacent uses, new development standards and revitalization of existing corridor uses. Corridor planning may include existing high-activity commercial areas, predominantly undeveloped highway properties or natural open space preservation areas.

- ◆ Define unique corridor areas that would benefit from a coordinated planning format. Indicate the affected properties along the corridor and within the broader sphere of influence for the corridor. (i.e., State Route 260, Central West 89A, North 89A, North Main Street)

Edges. The transitional areas at the edge of the city, as well as between sub-areas within the city often provide unique and challenging issues from a planning perspective. Developed areas, as well as natural areas, washes, rivers or barriers can be seen as types of edges.

- ◆ Indicate various types of edges on the map. (streets, boundaries, river, public lands)

Landmarks. Landmarks can include historic, cultural and natural features. For some people this could include Mingus Mountain, Clemenceau School, Old Town or the Cottonwood Civic Center. It could also include Walmart, the Slag Pile, Mingus High School or the stone bridges over the washes in Old Town. Landmarks are not only key civic or historic sites but also the ordinary places and elements that serve to define the structure and elements of the city as a part of people’s everyday lives.

- ◆ Determine the types of landmarks that are important elements of the physical structure of Cottonwood in terms of community meaning and indicate their locations on a map.



URBAN DESIGN PRINCIPLES

Connectivity. The design and layout of buildings, neighborhoods, and developments can be arranged to promote and encourage better opportunities for interaction through appropriate connections. The connectivity is defined by the mix of land uses and the quality and options for movement between places.

Density. Density refers to the number of residential dwellings within a geographic area. This is usually measured as units per acre. The density and mix of building types influences a variety of characteristics within a neighborhood, such as, people's transportation choices, including walking, bicycling or driving, one's ability to age in place, and the community's ability to support retail and commercial uses within walking distance.

Mixed Use. Locating various activities in a manner that allows positive and supportive interaction is dependent on careful attention to design and layout. A poorly considered mix of uses can quickly result in less advantageous relationships. The goal for effective mixed use development is to balance different types of uses in a complimentary manner with an understanding of how the details interact.

Urban Village. Even in a small city it is possible to benefit from identifying sub-areas that function as complete, integrated and identifiable centers. Working with existing development patterns, areas can be identified that have potential for improvement as a type of urban village. Land use policies can be amended to support neighborhood-scale commercial uses in strategic locations, improvements to pedestrian and bicycle facilities can be made to ensure attractive and functional routes, and design upgrades can be added to various features to provide a unique identity for the area.

Access by Proximity. The most efficient form of transportation planning is where origins and destinations are in close proximity to one another. The emphasis is on being there – not getting there. This concept supports urban design strategies which allow a mix of residential opportunities in proximity to employment uses, shopping near neighborhoods, parks and trails near homes, and generally a mix of uses relatively close to one and other. People will still need to travel around the city and region; however, the overall volume of vehicle trips can be reduced over time with increased opportunity for shorter travel distances and options for different travel modes.

Housing Diversity. Successful neighborhoods within a city provide for diversity and choice through a mix of compatible housing and building types. Through these measures residents of a neighborhood have the opportunity to age in place; going through all of their various lifecycles without having to leave their original neighborhood and breaking the social networks they have formed.

Urban Open Space. Some of the most important urban open space is the least recognized. Parks, plazas, courtyards, lawns, drainage courses and distant mountains are recognized as one type of open space. As we move through the city, we also travel on streets, walk on sidewalks, park in parking lots and walk around buildings. These ordinary places are defined by the scale and orientation of surrounding buildings, the placement of landscaping, and the relationship of open vistas in relation to the sense of enclosure. The street environment can also be one of the most important types of urban open space.

“Eyes on the Street.” Over the years the national trend has been more gated communities, streets dominated by remote-controlled garage doors and apartment blocks surrounded by parking lots. The traditional design of neighborhoods, on the other hand, allowed people to have more casual interaction with neighbors by spending time on front porches and taking walks along attractive tree-lined streets. The orientation of ground-level windows towards streets and common areas provides more “eyes on the street.” This in turn increases the safety and security of the neighborhood for everyone, including children, families and others who enjoy spending time outdoors.



Sustainability. Community sustainability involves various aspects of physical, social and economic programs. The sustainability perspective encourages a comprehensive outlook that recognizes the interrelationships of these concerns. The result is an awareness in decision making that supports more efficient use of resources and energy, more equitable and compassionate social programs, green building, natural landscaping, water conservation, multi-modal transportation, urban farming, affordable housing, recycling, historic preservation, arts and culture programs, and similar beneficial, cost-effective and generally popular choices.

J. LOCAL FOOD SYSTEMS

SUSTAINABLE HOME-BASED AND SMALL-SCALE LOCAL FOOD PRODUCTION

At the local level, effective food systems typically involve networks of interrelated activities and traditions. Knowledge and information about the best practices for local conditions is passed on through the generations and through supportive activities. Local systems face additional challenges when their cultural support networks decline. Depending on distant regions for food resources may be somewhat risky as they may not always be able to produce adequate surplus for export. Local food system programs can be designed to help coordinate product marketing, equipment suppliers, training programs and support networks.

The City of Cottonwood supports a number of small-scale, local programs. Home-based backyard chickens are allowed with a simple over-the-counter permit process. Additional opportunities for home-based food production include small backyard gardens. The City of Cottonwood has provided land for a community garden at Riverfront Park. Development of additional community and school garden locations could be considered if there was sufficient public interest. Water conservation needs to be incorporated as a key feature of any gardening program.

Additional measures may be considered to strengthen and improve the long-term viability of local food producing efforts. Monitoring conditions and providing opportunities for input can help identify institutional barriers that limit implementation. Financial, logistical, regulatory, social and natural barriers need to be identified and addressed as needed.

Water Conservation:

Any local food production needs to incorporate the highest standards of water conservation and avoid using potable utility or well water as much as possible. For newly proposed and existing agriculture, alternative sources of water for growing crops should be required when physically and legally available.



Alternative sources of water for growing crops include surface water, reclaimed water, rainwater collection from rooftops, rainwater harvesting from runoff, and grey water collection system. In all cases the most efficient water conserving irrigation equipment and growing techniques should be employed.

Cottonwood Community Garden – Riverfront Park



Examples of Local Food Systems

Effective small-scale, home-based and local food systems may include a range of innovative outlets for production, marketing and networking, including:

- Farmers Markets.
- Community Supported Agriculture (CSA) programs.
- Cooperative Marketing, including farm to restaurant and farm to market opportunities.
- Home-based operations, including gardens, backyard chickens and poultry, and home food products.
- Community and school gardens.
- Education and training programs.
- Organizational support, including regional food council or community food board.

VERDE VALLEY WINE PROGRAM

The Verde Valley wine industry has developed into a regional multi-level program that includes the vineyards for growing grapes, wineries for making the wine, and commercial outlets for selling and marketing the wine. Additionally, the wine industry will benefit from the Southwest Wine Center located at the nearby Verde Campus of Yavapai College. The Yavapai College program is being developed as the premier academic center for Viticulture and Enology in the Southwest. With newly constructed state-of-the-art buildings and acres of vineyards, the college program not only serves the interests of the regional wine industry but also is positioned to become one of the leading national hands-on, wine-related education and research programs located at a small college.

The Verde Valley wine industry has benefited from the ongoing support and collaboration of local government, economic development and business interests in the marketing and promotion of the full range of products and experiences available regionally. The **Verde Valley Wine Trail** is a virtual discovery tool and effective marketing concept that was created to direct residents and visitors to wineries and tasting rooms throughout the region, including within the City of Cottonwood.

Although the local vineyards are primarily located in the surrounding area of Yavapai County, the City of Cottonwood has become known for the variety and quality of tasting rooms, cafes and restaurants serving local wines, especially in the Old Town Cottonwood district. Other aspects of the wine industry that could be located within Cottonwood include wine production and storage facilities.

The Land Use Element supports the continuation and expansion of efforts within the City of Cottonwood to promote the success of the Verde Valley wine industry, including retail outlets, primary production, storage, distribution, marketing support, education, training, research and other related uses that may be necessary to ensure such benefits.

Several major studies have been done in the past few years documenting the extent of the regional wine industry, marketing issues and various opportunities for the future, including:

- *The Economic Contributions of Verde Valley Winemaking*, prepared for Verde Valley Wine Consortium, by Erik Glenn, Yavapai County Cooperative Extension (April 2011)
- *The Arizona Wine Tourism Industry*, produced for Arizona Hospitality Research & Resource Center, The W. A. Franke College of Business, Northern Arizona University (June 2011)





M. GOALS AND OBJECTIVES – Land Use

GOAL 3-1 SUPPORT ORDERLY PATTERNS OF GROWTH AND DEVELOPMENT WITH A WELL- BALANCED MIX OF QUALITY RESIDENTIAL, COMMERCIAL, INSTITUTIONAL AND RECREATION LAND USES.

- Objective 3-1. A** Protect existing neighborhoods from incompatible land uses.
- Objective 3-1. B** Encourage mixed use development with focused, compact centers comprised of residential, retail, office, entertainment and recreational uses in order to promote walkable neighborhoods.
- Objective 3-1. C** Support the use of detailed design guidelines to help guide city-wide development, as well as for specific sub-areas and unique situations.
- Objective 3-1. D** Encourage special studies for Planning Sub-Areas to carefully evaluate development alternatives resulting in quality sustainable projects.
- Objective 3-1. E** Support development that provides for a variety of residential types and styles.
- Objective 3-1. F** Support development proposals that provide opportunities for quality commercial uses.

GOAL 3-2 PROMOTE REGIONAL LAND USE PLANNING AND COORDINATION WITH NEIGHBORING COMMUNITIES AND AGENCIES SO AS TO ENSURE MUTUAL GOALS ARE ACHIEVED.

- Objective 3-2. A** Participate in regional planning efforts with surrounding jurisdictions, and state and federal agencies to address issues of regional concern.
- Objective 3-2. B** Work cooperatively with other jurisdictions and agencies to coordinate various issues of mutual concern, including transportation systems, open space, recreation, and economic development.

GOAL 3-3 SUPPORT THE SUB-AREA PLANNING PROCESS AS A KEY PROGRAM FOR CITY-WIDE REVITALIZATION AND ECONOMIC DEVELOPMENT.

- Objective 3-3. A** Identify and prioritize key sub-areas for implementation of the area planning process.
- Objective 3-3. B** Ensure the sub-area planning process is guided by public involvement, including local residents, property owners and businesses, from the initial visioning program through the plan development.
- Objective 3-3. C** Support development of unique design guidelines that respect the existing character and future vision for planning sub-areas.
- Objective 3-3. D** Develop a model template for the sub-area planning process and a model outline for the plan document.
- Objective 3-3. E** Implement the recommendations outlined in the Planning Sub-Areas section detailed in the Land Use Element.



GOAL 3-4 SUPPORT LAND USE DECISIONS THAT RECOGNIZE AND PROMOTE COTTONWOOD AS THE COMMERCIAL AND MARKET CENTER FOR THE REGION.

Objective 3-4. A Promote a quality business environment within designated commercial, industrial and mixed use areas that is conducive to the formation, retention and expansion of business and employment opportunities.

Objective 3-4. B Foster a strong and diverse economy that provides a full range of employment and economic choices, as well as provides a range of retail, service, manufacturing, and professional support for employers, employees and residents.

Objective 3-4. C Ensure economic growth and development is balanced with preservation of the natural environment and enhancement of the quality of life.

Objective 3-4. D Continue to support development of Cottonwood as a major tourist destination with a range of attractions, services and supporting facilities.

GOAL 3-5 CONTINUE SUPPORT FOR REVITALIZATION OF THE HISTORIC OLD TOWN AREA AS A COMMUNITY WIDE ASSET AND SOURCE OF PRIDE.

Objective 3-5. A Support a well-balanced mix of residential, specialty retail, office, commercial, entertainment, cultural and civic uses as part of Old Town.

Objective 3-5. B Support additional multi-unit residential and mixed use development in appropriate locations within walking distance to the Old Town commercial and civic areas.

Objective 3-5. C Rehabilitate the historic Cottonwood Civic Center building to improve functionality as a valued multi-use community facility and to improve accessibility.

Objective 3-5. D Identify and enhance gateway entrance areas and transitional zones between Old Town and the surrounding neighborhoods through coordinated signage, landscaping, lighting and street improvements.

Objective 3-5. E Support professional and administrative office development in the Old Town area to complement retail, restaurant and entertainment uses, and to bring more people into the area on a regular basis.

Objective 3-5. F Ensure that adaptive reuse of Cottonwood's historic buildings is done in a manner that preserves the historic integrity and significance of such structures that are a key part of the City's heritage.

Objective 3-5. G Support programs to ensure preservation of historic buildings and districts. Ensure new construction in the historic areas is designed to be compatible with the existing architectural and historic context.

GOAL 3-6 SUPPORT REVITALIZATION OF EXISTING NEIGHBORHOODS.

Objective 3-6. A Support sub-area and corridor planning for existing developed areas as a method to encourage neighborhood revitalization efforts.

Objective 3-6. B Prepare area plans and neighborhood plans with the involvement of residents, businesses and property owners to guide future development and re-development in and near existing neighborhoods.



Objective 3-6. C Encourage in-fill development and re-development that is compatible with the established neighborhood character.

Objective 3-6. D Support block watch and similar neighborhood organizing efforts.

Objective 3-6. E Provide educational programs to encourage neighborhood pride and support enforcement of property maintenance codes and code enforcement efforts to ensure compliance.

Objective 3-6. F Use community development block grants and other grant resources to improve housing, streets, sidewalks and parks in the older neighborhoods.

Objective 3-6. G Support historic preservation overlay zoning districts for historic neighborhoods and individual landmark properties.

GOAL 3-7 PROMOTE LAND USES THAT ARE RESPECTFUL OF THE NATURAL ENVIRONMENT AND WHICH CONSERVE VALUABLE NATURAL RESOURCES SUCH AS OPEN SPACE, CLEAN AIR, WATER, AND ENERGY.

Objective 3-7. A Pursue the establishment and expansion of parks and open space in Cottonwood neighborhoods to enhance social interaction and create a sense of place.

Objective 3-7. B Encourage design of buildings to reflect the City's unique natural surroundings, including the use of compatible natural materials.

Objective 3-7. C Protect steep slope hillsides, natural washes and scenic view opportunities through appropriate design standards and site development regulations, including through implementation of the Hillside Development Ordinance adopted in January 2013.

GOAL 3-8 ENSURE THAT ANY PROPOSED ANNEXATION IS BENEFICIAL FOR THE CITY OF COTTONWOOD.

Objective 3-8. A. Ensure a fiscal impact analysis is included for all annexations. Public costs shall not be greater than anticipated revenues unless the City Council finds that the proposed annexation will further an identifiable community goal that offsets such revenue loss.

Objective 3-8. B The city shall cooperate with the Arizona State Land Department in developing Conceptual Land Use Plans for any proposed annexation of State Land holdings adjacent to the city limits.

Objective 3-8. C Require a pre-annexation agreement for any new development project wishing to be annexed into the city. Pre-annexation development agreements entered into with the city shall address mutually interests, such as responsibility for infrastructure, schedules for any required dedication to the city, preliminary development plans, design standards and similar concerns.

GOAL 3-9 SUPPORT LOCAL SUSTAINABLE FOOD POLICIES.

Objective 3-9. A Provide support and encouragement for the development of a community-based plan to achieve a sustainable food system. Encourage individual, public and private-sector participation in the establishment of sustainable food system policies and programs.

Objective 3-9. B Support regional planning and coordination efforts regarding sustainable local food systems.



- Objective 3-9. C** Develop a plan to identify and mitigate barriers to local food production, including financial, regulatory, logistical, social and natural constraints.
- Objective 3-9. D** Establish benchmarks for sustainable local food systems through the ongoing collection of data and setting of annual target goals so as to provide healthy, affordable, sustainable food resources and to increase quantity, improve quality and ensure adequacy.
- Objective 3-9. E** Provide support and resources for the Cottonwood Community Garden and provide opportunities for expanding or establishing new community gardens and school garden projects.
- Objective 3-9. F** Support ecologically sustainable food production practices, including best management practices for water conservation and appropriate use of land resources.
- Objective 3-9. G** Support home-based food production that includes opportunities for commercial trade , including back yard poultry and home gardens.
- Objective 3-9. H** Continue support for the Cottonwood farmers market summer series, including consideration of new and expanded facilities for the program.
- Objective 3-9. I** Facilitate the reduction, reuse or recycling of food-related waste.